

THE PROPOSAL DEBRIEF

Message from the President

Welcome to our first newsletter of 2018 - we hope you enjoy the refreshed look!

I'm thrilled to be your Chapter Chair this year and feel privileged to work with such a great team of professionals on our Board. We've held our two monthly Board Meetings and two hours almost wasn't enough time to talk about all of the ideas we have in store for you.



Bette Sturino
GMC Member since 2011

For starters, GMC is celebrating its TENTH YEAR Anniversary as a chapter in 2018. Our plans are pushing full steam ahead for this year's 6th Annual Chapter Symposium to be held in Chicago. In recent meetings with Rick Harris (APMP Executive Director) and other US chapter leaders, we've agreed to sync our Symposium dates with each other to offer more value to our members, exhibitors, and sponsors. As a result, our chapter has agreed to host a September Symposium. Our Symposium will take place Sept. 18-19 at the [Four Points by Sheraton Chicago O'Hare](#) with a "Reunion" style event.

You also may have noticed recent updates to our chapter website (www.apmpgmc.org). Bruce Farrell, your Webmaster, has been diligently working on these as well as looking into adding a member login feature to help protect our member-specific information and maintain the value that APMP brings to its membership.

This is YOUR chapter. We welcome your feedback and ideas for networking opportunities and professional development. At any time, please reach out to your Board and we'll see what we can do to help make 'it' happen.

Have a successful and prosperous year!

QUARTER 1, 2018

In This Issue:



Chapter News:

GMC Turns 15* / Website update / Membership News / Social Media / Professional Development 2-5



APMP News:

See You in San Diego? 6



Quarterly Feature:

"Serving Your Customer" Doesn't Stop with the Proposal 7



The Back Page:

Save the Date/ Contacting the Board / Call for Contributors 8

"Providing Professional Development to Proposal Professionals in the Midwest Region."

Greater Midwest Chapter Turns 15* this Year!

Chapter also celebrates 10 years since its “re-launch”

The GMC was founded in 2003, but it was just five years later when, as current GMC Treasurer Alan Minnick recalled, “the original chapter board just vanished,” with no one being able to get ahold of them. It was at the 2008 Bid and Proposal Conference in Palm Springs where one of the national board members met with around a dozen people to discuss a possible chapter re-launch.

Momentum toward restarting the GMC grew following the national conference as several meetings were held in July and August 2008 to draft new by-laws and identify an initial Board. The vote for the first Board and the approval of the by-laws took place at a general meeting in October 2008.

“We started from scratch,” said Minnick, a Board member since 2008, “just like a new chapter.”

Five years later, the GMC held its first symposium – and they’ve been held every year since.

In 2014, the chapter incorporated in the State of Illinois as a non-profit corporation with its own tax ID after the national chapter had each chapter become a separate legal entity.



Whether you experienced the GMC re-launch 10 years ago or just recently joined the chapter, you're part of the GMC's history.

*Please send your memories/photos of your time with the chapter to **Matt Beardmore, Publications Chair**, at matbear@cdw.com and we'll share in upcoming issues of *The Proposal Debrief*.*

GMC Website Update

By Bruce Farrell

Webmaster

I suspect many of you noticed that our website (www.apmpgmc.org) was out of commission for a few months last year. So what happened?

We were hacked.

Funny, I've managed various websites over the last 20 years (man... I'm old) and have never had a site hacked before. It turns out, it's a huge pain in the ... er ... neck. First, we were unable to make edits to our website, then we were completely unable to log in. We didn't know we'd been hacked, we only knew we couldn't edit the site. Jackie Schneider (the webmaster at the time) did a lot of digging and I stayed on hold with WordPress and GoDaddy for eons.

OK... it wasn't actually eons. But it seemed that way,

particularly as the days passed and we were still unable to really do much. Fortunately, we eventually discovered the cause of our problems (hackers... I hate those guys) and some of the fine people at GoDaddy were able to help us lock down our site. Yay!

So what does that mean to you? Well, it means you should have continued access to our chapter website and the resources therein. Which is good. And now that we have a more stable platform, we should be able to offer you a more seamless and content rich experience going forward. Stay tuned.

Note: None of your personal information was exposed as a result of the hack. The only information we keep at the chapter level is contact information and that info is kept by a separate provider (Constant Contact).

Welcome New GMC Members!

565
chapter
members

- Adam Brown, Burns & McDonnell
- Alexandra Quill, Apollo BBC
- Alyssa Miller, HAS Bank
- Amanda Wheeler, Gallagher Bassett
- Amber Amores-Villalobos, DiverseGOV
- Amber Evans, Altamira Technologies
- Amy Neace, Woolpert, Inc.
- Amy Schuman, Myers and Stauffer LC
- Amy Scott, Genex Services, LLC
- Andrea Rhoads, eviCore healthcare
- Angie Offerdahl, Blue Cross/Blue Shield of Minnesota
- Ann Sullivan
- Bailee Peterson, Burns & McDonnell
- Brandi Smith, Shrewsberry & Associates, LLC
- Cambi Colley
- Carissa Clark, V-Soft Consulting Group, Inc.
- Christine Trowbridge, Burns & McDonnell
- Courtney Hasselfeld, Burns & McDonnell
- Damian Cortes, World Wide Technology
- Dana Monin, Cubic Defense Applications
- Danielle Lundstrom, Health Management Assoc.
- Danny Petersen, Summit Technologies
- Darryl Baltimore, Gallagher Bassett
- Dee Koharchik, SIRVA Worldwide, Inc.
- Dina Alkhateeb, BTAS, Inc.
- Dorota Banas, U.S. Cellular Corp.
- Edward Pfeilsticker, Blue Cross/Blue Shield of Minnesota
- Ellen Yates, PwC
- George Cornwell, George Cornwell, P.E.
- Hattie Redmon, Jackson Contractor Group, Inc.
- Jacqueline Gaston, Optum
- Jeni VerMeulen, Optum
- Jennifer Danforth, Woolpert, Inc.
- Jennifer Dunn, Instructure, Inc.
- Jennifer Haack, Blackboard Inc.
- Jessica Price, Johnson Melloh Solutions
- John Blevins, Charah, LLC
- Julie Meyer, Myers and Stauffer LC
- Julie Roselius, Woolpert, Inc.
- Kaitlynn Copinger, PNC Financial Services Group
- Kayla Klish, Renaissance Learning
- Lisa Campeau, Blue Cross/Blue Shield of Minnesota
- Lisa Young, Blue Cross/Blue Shield of Minnesota
- Madeline O'rear, Burns & McDonnell
- Maggie Landon, Blue Cross/Blue Shield of Illinois
- Mary Conley, Rockwell Collins
- Mathilde Racette, Derco Aerospace, Inc.
- Maegan Urben, Baker Tilly
- Michele Bailey, First Advantage
- Michelle Huynh, Burns & McDonnell
- Michelle Pietsch
- Nathan Vine, Renaissance Learning
- Peggy Coyle, Family Health Intl. dba FHI 360
- Rita Pulliam
- Ruth Hendrickson, The Ohio State University
- Samantha Vidal, Burns & McDonnell
- Sarah Poquette, Alliant Engineering, Inc.
- Sarah Snyder, Burns & McDonnell
- Sheryl Mumm, Jackson Lewis P.C.
- Stephanie Evers, BroadSoft, Inc.
- Tara Cullivan, FlightSafety International
- Tara Roddy, Siemens Healthcare Diagnostics

New Member Webinar Corporate Memberships

March 27, 2018 at 9AM Central

Please join us for the first APMP GMC New Member Webinar of 2018. Whether you're a new member or a member that has been a part of the chapter for a while, you're sure to get useful information from this presentation! So mark your calendars for this informative session!

After registering [here](#), you will receive a confirmation email containing information about joining the webinar.

The GMC has six corporate accounts and 118 members under a corporate account.

Is your organization next?

For more information on how a corporate membership may benefit your proposal team, please contact [Jen Roemer, Membership Chair](#), at jroemer@elementcorp.com.

GMC Social Media Stats



- **Facebook Likes:**
138

[Follow us](#) on Facebook!



- **Twitter Followers:**
99

[Follow us](#) on Twitter!



- **LinkedIn Members:**
418

[Connect](#) on LinkedIn!

2018 APMP GMC Professional Development Program

We're excited to announce the continuation of this year's Professional Development Program!

The program will consist of two main elements:



We will match mentors and mentees according to their location, industry, job function, goals, and other preferences.

Criteria to Join:

To be considered for the program, you must be an active GMC member and be willing to commit at least 4 hours per month for it to be effective and to receive full CEU credit.

Key Dates:

March 30: applications due
April 6: kickoff call for participants
TBD at BidCon: networking event for participants
TBD at GMC Symposium: networking event for participants

Application Process:

To apply as a mentor, please click [here](#). To apply as a mentee, please click [here](#).



Same as last year, we will facilitate quarterly conference calls to discuss hot topics and tackle key challenges. Each session will be focused on a theme and include experienced mentors (panel-style) available to facilitate the discussion, share their knowledge, and answer questions.

Criteria to Join:

Open to all APMP GMC members!

Key Dates:

May 2
August 1
November 7

Keep an eye out for additional information and registration details.

We hope you'll choose at least one of these opportunities to participate in the program to further your professional development. No matter where you are in your career, you can benefit from either opportunity, whether it's *obtaining knowledge from experienced professionals, sharing lessons learned, receiving CEUs toward APMP certification, or building relationships with others in the industry!*

If you have any questions, please reach out to **Christina Wooldridge, Professional Development Chair**, at cwooldridge@louisberger.com.

See You in San Diego?

Registration open for the 2018 APMP Bid and Proposal Conference

Whether you missed the [record-breaking Bid and Proposal Con last June in New Orleans](#) – or if you were one of the 920 in attendance – here’s your chance to [register](#) for this year’s event in San Diego.

*** Don’t forget, Early Bird rates for members and nonmembers are valid through March 16.*

The complete schedule of this year’s event can be found [here](#).

This will mark the third time “America’s Finest City” hosts the conference – San Diego was the site of the 1999 event and the first APMP National Conference in 1990.

If you attend this year’s conference, including any of the GMC events that the chapter is planning during this week in San Diego, please share your photos/experiences from the event via GMC’s social media sites.

We’ll recap the conference in the Q2 issue of *The Proposal Debrief*.



APMP Bid & Proposal Con

May 15-18, 2018

[Sheraton San Diego Hotel & Marina](#)

“Serving the Customer” Doesn’t Stop with Your Proposal

By John Brien

GMC Member since April 2017

The farther backward you can look, the farther forward you are likely to see.

– Winston Churchill

Whether you’re defined as Sales Support, Business Development, Marketing, or Proposal Person, you’re likely to have a primary, internal customer. Your secondary customer is, well, the customer. What’s your commitment to that end customer? To draft a persuasive proposal...or something more?

“Understand the client” is the bedrock rule of business.

- That means doing your homework – not only gathering intelligence from the sales team but strategic sleuthing, learning more about the customer’s history and initiatives, their industry and obstacles.
- That means going on a web quest – a deep dive into articles, white papers, and whatever you can glean from the customer’s site: press releases, blogs, the Message to Shareholders gracing an annual report.

You’ve done your research; you’ve customized the content; at last the proposal’s complete. What a relief to say, “We’re done. It’s out the door.”

But hitting “submit” doesn’t mean you’re off the hook... or off the team. Remember your first geometry lesson? A line isn’t just that visible span on the page. “A line is straight, has no thickness, and extends in both directions infinitely.”

Like the cosmos, a sales relationship is unending; your organization must constantly prove its value. As a proposal writer (and project manager), your aim isn’t just to deliver a great proposal. *The aim is to obtain or retain a customer.*

The same way the sales team wants to stay top of mind with the customer, you want to keep your hat in the ring

with the sales team. Pre- and post-award, you want to keep them informed about what’s happening with and to the customer.

Wield your arsenal of tools to track organizations, industries, and trends. Employ your favorite newsfeed or simply google the customer’s name on a regular basis. Scour your sources. Send your team updates. With each topical tidbit, you:

- Keep the team aware of developments and, in turn, arm them with info to impress – and aid – the customer
- Remind them that you, the proposal writer, are there as an ongoing resource (a little self-promotion, anyone?)
- Position yourself as a learned, invested partner, contributing to the team not merely as a writer but as an *advisor*

Research helps you mind-meld with the customer and create a bespoke proposal (your knowledge of the customer should be scary). But fact-finding isn’t a one-time event – it’s a point in a limitless continuum. That continuum is all about assisting and empowering the customer. Like the price of liberty, eternal vigilance is the watchword of the proposal writer.

When you keep an eye on the news, you can both bolster the sales team and burnish your image. You’re sending a message... while sending a message. You benefit. Your team benefits. And the customer?

Ah, the greatest benefit of all. As Churchill observed: a deeper understanding breeds superior solutions.

John Brien is a proposal writer at CDW. His credo is “Keep the customer happy forever.”



Contact the GMC Board

[Bette Sturino](#) – Chapter Chair

[Hayley Flamm](#) – Vice Chair

[Alan Minnick](#) – Treasurer

[Andrea Dunger](#) – Events

[Jen Roemer](#) – Membership

[Christina Wooldridge](#) –
Professional Development

[Stacey Duwe](#) – Secretary

[Kelly Rogers](#) – Communications

[Bruce Farrell](#) – Webmaster

[Matt Beardmore](#) – Publications

Write for *The Proposal Debrief*!

The GMC is looking for contributors for upcoming issues of *The Proposal Debrief*. In addition to providing informative and relevant content to our members, you can receive three (3) Continuing Education Units (CEUs) for every article you contribute **AND** a \$10 Starbucks or Amazon gift card.

Interested? If so, please send your idea(s) to **Matt Beardmore, Publications Chair**, at matbear@cdw.com.

Calling all Presenters:

The GMC is seeking members who would like to present to the Chapter during our Monthly webinars.

Presentations are an hour in length and done via webinar.

If you'd like to present, please contact **Andrea Dunger, Events Chair**, at andrea.dunger@vizientinc.com.
